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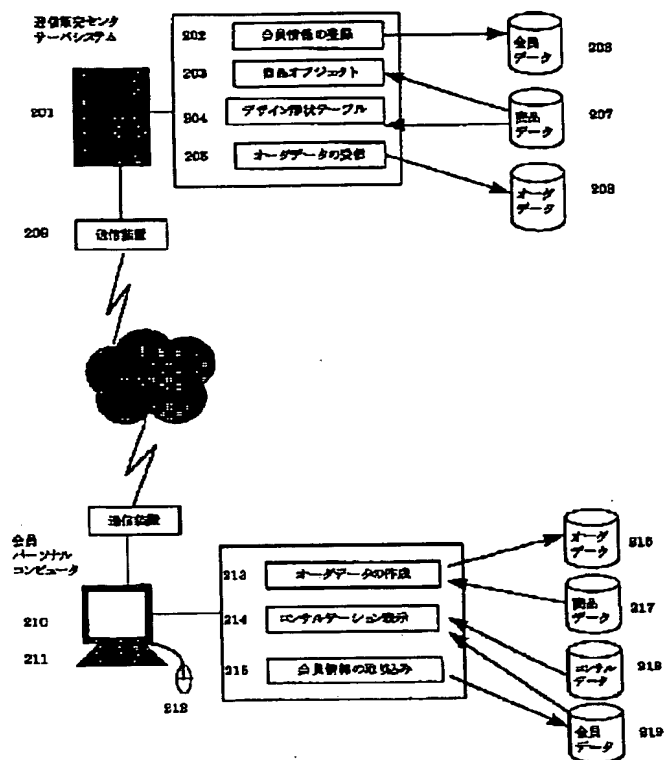
APPLICATION DATE : 19-05-97
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APPLICANT : HITACHI LTD;

INVENTOR : TOMIYAMA AKIKO;

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TITLE : MAIL ORDERING METHOD USING INTERNET



ABSTRACT : PROBLEM TO BE SOLVED: To obtain a system which emphasizes and displays a suitable design on the basis of member information and performs consultation for mail order using the internet, and then authors order data in the form of images, and to improve customer's satisfaction by eliminating a difference in recognition generated between a customer and a mail order center side.

SOLUTION: When mail order is started, members are registered and member data 206 are registered in a server system 201. For ordering, an article object 203 and a design shape table 204 are read out of article data 207 and sent to member's personal computers 210, 211, and 212. A design suitable for a customer is judged from the design shape table, and emphasized and displayed for consultation. A member completes order data in a work area by using partial object images of the article. The code numbers corresponding to the object images are used to send the order data to the server system 201 on the mail order center side.

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